

### Cruise Weekly today

Cruise Weekly today features four pages of all the latest CLIA Cruise360 news plus a full page from **Carnival Cruise Line**.

### Cruise360 a wrap

IT WAS smooth sailing at Cruise Lines International Association (CLIA) Australasia's Cruise360 conference in Sydney on Fri, which attracted record numbers.

CLIA Australasia md Joel Katz said Cruise360 Australasia had more than doubled in size since it started four years ago and planning is already underway for the 2018 edition of the conference.

The sold out event welcomed 570 attendees and dove into the big issues facing the industry, along with practical tips from industry leaders on how to grow their business.

## 2m Oz guests by 2020 a pipe dream?

THE realities of Sydney's infrastructure constraints is setting in, with Adam Armstrong, md Australia and New Zealand, Royal Caribbean Cruises emphatic the industry target of two million cruise passengers by 2020 would not be achieved.

Speaking at CLIA Australasia's Cruise360 Conference on Fri, Armstrong said "we are not going to get to two million guests by 2020 because those 700,000 [extra] guests are only going to come from additional ships coming to Australia and we've got nowhere to put them".

Earlier this year Royal Caribbean International became the first big operator to withdraw capacity from the Australian market due to a lack of berths (CW 27 Apr).

"We've been talking about it for ten years and at some point, someone's going to turn away and put a ship somewhere else, so



that's the risk," Armstrong added.

The exec said he is "intrigued" by the cruise reference group (CW 11 Jul), but emphasised the industry needs an answer.

"We want a solution that's fit for purpose, that's for the future, that's not a compromise that's going to be able to accommodate big ships every day of the week, potentially two ships, that's going to secure the future of the industry," he said.

Weighing in on the topic, Sture Myrmell, president P&O Cruises

Australia said it's time the cruise industry gets some support from the Government, highlighting the NSW Premier's recent commitment of more than \$1.6 billion into sport.

"The reason for committing the \$1.6b was given as jobs and tourism," he explained.

"Our industry is any bit, if not more about jobs and tourism so I think it's time the cruise industry now gets some love and support as well."

See CLIA's response on **page 2**.

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## Cruise month tools

**NEW** tools and increased marketing will be on hand for agents ahead of CLIA Australasia's Plan a Cruise Month (PACM) in Oct.

Vera Pajovic, marketing manager for CLIA Australasia said a travel agent toolkit housing all cruise line members' deals and marketing collateral in a central place, along with webinars, press releases and social media templates will be made available by 14 Sep.

A consumer dedicated area on CLIA's website will be rolled out, housing info and cruise line deals to drive enquiries back to CLIA agent members.

CLIA is also embarking on consumer marketing within the Escape & Traveller sections of newspapers covering ocean, river, expedition and luxury cruising themes.

## 2020 target questionable?



**STEVE** Odell, CLIA Australasia chairman echoed the doubt cast on the association's cruise pax goal by RCL Cruises and P&O execs, but did not confirm if the target would be revised.

Speaking to **CW** at Cruise360 on Fri, Odell backed up Adam Armstrong, md Australia and NZ, Royal Caribbean Cruises' comments (see **page one**).

"When big ship after big ship has arrived in the market and that drives volume from the local

source market, to get to 2020 we need to get around 14.5% growth every year.

"It's not going to be natural growth, that's only going to become available by capacity additions," Odell explained.

The exec confirmed CLIA Australasia is still "talking positively" about growth, but cautioned "at this point in time it's very ambitious to say two million by 2020 but who knows, game changing ships can come".

## Robyn's "Magic Six"

**ROBYN** Sinfield, co-owner & manager Home Travel Company's "Magic Six" caught the attention of agents at Cruise360 on Fri.

Sinfield told the conference during a panel session that growing a business is about a targeted, personal touch.

In 1996 during a Seabourn famil she put into place a business plan of six customers that she could give to the line within a year.

"I bombarded these six poor clients for nine months," she said, adding that one day one of the clients booked US\$87,000 for Seabourn.

The same client, 18 months later booked over a million USD-worth of Seabourn, which paid the company's operating costs in Tas for the year.

"It's a magic six, it's just perseverance," Sinfield said.

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WEEKLY

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## Industry aim to simplify

CRUISE Lines and travel agents will need to reduce complexity and simplify the experience for travellers as the next phase in the industry's evolution, senior Carnival executive Terry Thornton told Cruise360 attendees on Fri.

In his keynote address, the svp of commercial port ops & int'l for Carnival Cruise Line said until now the industry's evolution had been focussed on product features.

"That is where we've been, but we see the future of innovation differently," he explained.

"Some of the features going on a ship appeal to very few passengers, so we now need to think of appealing to the broadest group of guests possible."

Thornton said future innovations would need to be experienced-based, with an emphasis on greater simplicity and personalisation.

"We deal with a lot of complexity in our lives, and unless



we work on the complexity, at some point customers will say it's too hard and they'll just go to the beach," he said.

"(A cruise) is a very complex transaction, but it doesn't have to be - we need to focus on that as an industry."

Technology was key to improving the experience and reducing complexity, Thornton said, but technology itself was only the facilitator.

"We don't want complex technology getting in the way of things being simpler," he said.

## Changing faces in river



GENERATIONAL shifts among river cruise passengers are fuelling new styles of travel and rapid changes in the product on offer, giving panellists plenty to talk about at Cruise360 on Fri.

Leaders from key river cruise lines outlined major changes in the types of pax booking their holidays and the new concepts introduced to cater to them.

Among them was Uniworld Boutique River Cruise Collection's local md Fiona Dalton who explained the new U by Uniworld concept.

"It's about catering to a whole new style of travel exclusively for 21 to 45 year olds...bringing together the best river cruising has, through the coolest cities in Europe, and providing an environment for like minded

travellers," Dalton said.

She was joined by Tauck national sales manager Nick Coward who said the line's dedicated family departures were a response to demand for multi-generational travel.

"The family concept literally came from our regular clientele saying they want to bring their kids away," he said.

The launch of family departures had drawn a response from parents with young children, grandparents, teens and extended families, he said.

The panel are pictured: Nick Coward, Tauck; Debra Fox, cco APT Group; Michael Middleton, gm Bicton Travel; Fiona Dalton, local md Uniworld and head of int'l training and development CLIA Australasia, Peter Kollar.

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### FACE-2-FACE: Joel Katz

Managing director Asia and Australasia, Cruise Line International Association.



#### 1. What motivates you in your career?

It's motivating to see engaged travel agent members and to get feedback from members that they see tangible results from working through the CLIA accreditation process, and improving their cruise sales skills.

#### 2. Most common assumption people make about your job?

People are often unaware of the varied nature of the role. From working on the agenda for events like Cruise360, meeting Government officials across Australasia and Asia, to creating strategic relationships with key industry stakeholders through our Executive Partner program, there is always something new and different to work on.

#### 3. What is the key to building great relationships with travel agents?

It's essential to understand what our travel agent members want and need from CLIA. We have recently introduced a Travel Agent Advisory Committee, and we will be working with them to understand the challenges and opportunities facing Travel Agents to understand where best CLIA can support them.

#### 4. Biggest challenge facing the industry?

In Australasia, infrastructure is one of the biggest challenges. Sydney is the gateway port to the region, and with the majority of new ships under construction not able to fit under the Sydney Harbour Bridge, it is essential that a capacity solution is found. CLIA and our cruise line members are engaging with the NSW Government to try to identify an appropriate solution.

#### 5. Advice for up-and-comers?

Engage! Take advantage of all that CLIA offers, use the online learning academy, work your way through the accreditation process, participate in webinars and events. The more knowledge you have of the industry, the better cruise sales agent you will become.

#### 6. What was your best famill?

In a previous role I was lucky to be able to cruise to the Galapagos, and to experience the incredible natural beauty and wildlife.

#### 7. My next cruise will be...

Alaska – It's the destination that I have always wanted to visit, and for one reason or another, I've never managed to get there. I've heard so much about the incredible landscapes and natural beauty that I can't wait to experience it for myself.

**CARNIVAL** Cruise Line will deploy a ship to Queensland year-round once suitable terminal facilities become available in Brisbane, forming the next step in a "managed growth" plan for the Australian market.

In Sydney for Cruise360, the line's US-based svp of commercial port ops and int'l Terry Thornton told **CW** Brisbane was a priority.

"We would definitely have a ship in Brisbane," he said.

Thornton said the line would always want to keep its presence in the "epicentre" of Sydney, but Brisbane would be in addition.

"We would love to go to Brisbane because that would be a whole new source of customers," Thornton said.

Brisbane's closer proximity to destinations in northern

Queensland and the Pacific islands would allow new itinerary possibilities, Thornton said, including seven-day cruises with fixed weekend departures.

He said this would take place as part of a "managed growth" vision for Australia that aimed to avoid sudden capacity increases.

"Right now we have one ship in Sydney year round and one ship that comes to Sydney on a seasonal basis, so the next logical step would be for us to have two year-round ships, hopefully one in Sydney and one in Brisbane," Thornton explained.

"There would be a third iteration - it would take time - to bring another ship seasonally to do a little more from Melbourne and continue to build up in steps like that."

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# WELCOME CARNIVAL HORIZON

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The 3,974-passenger vessel — and the 26th ship in Carnival’s fleet — will offer many of the innovative indoor and outdoor dining, bar, entertainment, accommodation and activity options that are on Carnival Vista, along with an exclusive water park and first-of-it’s-kind Dr. Seuss-themed WaterWorks.



  
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